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SHOUT
SHARE
IT

A·B·C

Supreme Quality PETUNIA SEED

for 1939 Production

A. B. C. "PRIVATE STOCK" (ERIKSSON'S STRAIN)

★

AMERICAN BULB COMPANY

CHICAGO NEW YORK

1335 WEST RANDOLPH STREET 31 WEST 27th STREET

Petunias for Profit

★

Type of Dwarf Petunia A. B. C. "Private Stock"
(Eriksson Strain) Single Dwarf Mixed (Actual Size)

"A. B. C. PRIVATE STOCK"

(ERIKSSON STRAIN)

Single Large Flowering Dwarf Fringed and Ruffled Mixed — The Single Petunia De Luxe

Produced under glass by that eminent florist-grower, Mr. Ernst Eriksson, of Riverside, Illinois (originator of Primula Malacoides Erikssoni), this improved strain of hand-pollinated large flowering dwarf Petunias is in our estimation the choicest and finest of this type available. It is excellent for pot plants, porch and window boxes, and for bedding. This strain is as profitable as it is beautiful. We recommend you include it in your Petunia planting. (Note cover illustration and adjoining photograph.)

Tr. Pkt. (1,000 seeds).....**$1.25**

1/32 oz.....**$4.00** 1/16 oz.....**$8.00**

⅛ oz.....**$15.00** ¼ oz.....**$28.00**

SPECIAL NOTE: Our Eriksson Strain is supplied by the originator, Mr. Ernst Eriksson, of Riverside, Illinois, in his original packets. Other so-called "Eriksson's Strains" may be of questionable quality.

Excerpt from the Florists' Exchange, June 4, 1938:

"Mr. Matteson, manager of the well-known George Souster Co., of Elgin, Ill., has perhaps the finest display of Eriksson's Private Stock Petunias to be seen around Chicago. Some of the flowers are fully 4 inches across. These Petunias are certainly a credit to the originator, Mr. Eriksson, of Riverside, Illinois. Mr. Matteson is considered the dean of bedding plant growers in the western suburbs.

New Pure White Dwarf Petunia A. B. C. Improved "Snowstorm"

(An A. B. C. Introduction)

The White Petunia You Have Been Waiting For

12 inches high, Improved "Snowstorm" is a pure white developed along the line of our "Private Stock" Mixed color strain. Flowers are the same size, 3 to 4 inches in diameter. The same free-blooming habit makes this new variety particularly desirable as a pot or bedding Petunia. Don't overlook this valuable new kind for the coming spring. "Snowstorm" is unquestionably the "Queen" of all White Petunias.

Tr. Pkt. (1,000 seeds).....**$1.25** 5,000 seeds.....**$5.00**

(Unsolicited Testimonial)

Seattle, Washington,
June 9, 1938.

American Bulb Company,
Chicago, Illinois.

Dear Sirs:

"Snowstorm" is the best white Petunia we've seen. From one trade packet we got about 350 plants and had them in 4-inch pots. Sold all at 35 cents each. Will surely be back for a lot of Petunia seed this fall.

Yours truly,
SAXE FLORAL COMPANY,
J. N. Saxe, Prop.

A. B. C. Improved "Snowstorm"
(One-third Natural Size)

ALL-DOUBLE DE LUXE PETUNIAS

VICTORIOUS STRAIN

This outstanding strain produces 100 percent double flowering Petunias; the percentage of somewhat smaller flowering doubles does not exceed 25 percent, and the balance will be all large flowering fringed doubles with flowers often measuring 5 inches across. In addition to their desirability for pot plants and bedding they provide valuable cut flowers for the retail grower. Needless to say, this is the strain par excellence, and well worth the grower's time and greenhouse space.

Loveliness (Victorious Strain)

PURPLE ROBE

This outstanding variety supplies that dark velvety purple so desirable in Petunias. Dwarf all-double; height 12 inches.
½ Tr. Pkt.....**75c** Tr. Pkt.....**$1.50** 3 Tr. Pkts.....**$4.00**

SNOWBALL

The finest all-double fringed white Petunia available. The substantial flowers are 4 in. across, of purest white and well fringed. In combination with "Orchid Beauty" or "Purple Robe" it is without comparison.
½ Tr. Pkt.....**$1.00** Tr. Pkt. (1,000 seeds)....**$1.75** 3 Tr. Pkts.....**$4.00**

LOVELINESS

A lovely extra dwarf all-double Petunia of beautiful clear La France pink color. In combination with "World Beauty" and "Snowball" excellent results can be achieved. We recommend this variety without reservation.
½ Tr. Pkt....**$1.25** Tr. Pkt. (1,000 seeds)...**$2.00** 3,000 seeds...**$5.00**

GAIETY

Another beautiful all-double dwarf fringed Petunia with flowers a beautiful rose-red and white with frilled petals. (See illustration on page 6.)
Tr. Pkt. (1,000 seeds).....**$2.00** 3 Tr. Pkts. (3,000 seeds).....**$5.00**
Winner of "Special Mention" 1938 All-America Selections

ALL-DOUBLE DE LUXE VICTORIOUS STRAIN PETUNIAS CONTINUED ON THE FOLLOWING PAGES

SEND ORDERS FROM THIS LIST TO THE NEW YORK OFFICE

AMERICAN BULB COMPANY
31 WEST 27th STREET • NEW YORK, N. Y.

ON SEED ORDERS ACCOMPANIED BY CASH, DEDUCT 5% FROM AMOUNT OF YOUR ORDER

DISCLAIMER: We do not warrant in any way, expressed or implied, the contents or the description, quality, productiveness or any other matter of any seeds, bulbs or plants sold by us, and we will not in any way be responsible for the crop. If the purchaser does not accept these goods on above terms, no sale is made thereof and goods must be returned within 3 days.—AMERICAN BULB COMPANY.

WHEN PLANTING SMALL SEEDS If small seeds such as those of Petunias, are mixed with finely sifted soil, better results are obtained than by broadcasting the seed and covering with soil. The soil should be well firmed, then covered with burlap, and watered with a fine spray. It is necessary to spray once or twice a day to keep the ground damp. In a short time the seeds sprout. As soon as they come through the soil the burlap should be removed.

New All Double Flowering Fringed Petunia "World Beauty," Original Strain
(Named and Introduced by the American Bulb Company)

ALL-DOUBLE DE LUXE PETUNIAS

Victorious Strain

"ORCHID BEAUTY"

(Illustrated on page 5)

The popularity that "World Beauty" has achieved with the trade and the public prompted the introducers of this valuable kind to endeavor to produce an orchid-colored variety of the same type and of equal value.

After several years, they have accomplished their objective. "Orchid Beauty" is 100 percent outstanding. Flowers are a beautiful orchid, heavily veined deeper lilac or violet.

As with most Petunias, there is a slight variation in the shading. We recommend this kind as being on a par with "World Beauty." 500 seeds.....**$1.25**
1,000 seeds..**$2.00** 3,000 seeds..**$5.00**

"WORLD BEAUTY"—The "Queen" of All Petunias

Produces (from seed) practically 100% large double fringed flowers of the most beautiful rosy carmine color, wonderfully free blooming plants of the dwarf, compact growth which makes this grand new sort particularly desirable for pot plants as well as bedding. "World Beauty" has really created a sensation wherever shown. A few plants in bloom for demonstration to the public early in the season will undoubtedly result in an active and most profitable demand for this new favorite.

AMERICAN BULB CO., Chicago. Bremen, Indiana, May 31, 1938.
Your "World Beauty" Pink and Double "De Luxe" Victorious Mixed Petunias have proved to be good money makers for me. Both kinds seem to be Petunias for which the public do not hesitate to pay a fair price.
KOONTZ GREENHOUSES, Geo. W. Koontz, Prop.

AMERICAN BULB CO.: Seattle, Wash., June 9, 1938.
The Petunia seed "World Beauty" I got from you came fine, large percentage double, and in 4-inch pots sold all at 50c each.
SAXE FLORAL CO., Per J. N. Saxe.

For Mother's Day, "World Beauty" has proved to be an ideal pot plant and a worth-while profit provider. We introduced "World Beauty" to the trade and are again securing our seed supply from the originator, thereby insuring our customers the true variety. Sow seed early and follow with successive plantings up to March 1st next. We say by all means if you culture Petunias, do not leave "World Beauty" off your list. It is unquestionably the "last word" in Double Petunias. **(Illustrated above.)**

Price of "World Beauty" Seed, Original Strain—
500 seeds.....**$1.25** 1,000 seeds.....**$2.00** 3,000 seeds.....**$5.00**
1/64 oz.....**$6.50** 1/32 oz.....**$12.50**

Giant Fringed Dwarf Mixed All Double

A special choice mixture of the various varieties that constitute the Victorious strain. The flowers are large, exquisitely ruffled and fringed, and are frequently 5 inches across. The color range is nothing short of brilliant.
½ Tr. Pkt. (500 seeds).....**$1.25** Tr. Pkt. (1,000 seeds).....**$2.00**
3 Tr. Pkts. (3,000 seeds)....**$5.00** 1/64 oz.....**$6.00** 1/32 oz.....**$11.00**

VARIOUS DOUBLE PETUNIAS

Carnation-Flowered Mixed

Another 100 per cent double flowering Petunia of extraordinary merit. Individual flowers are not so large as the maximum type offered above. Height 13 inches. Ideal for pots and bedding.
Mixed Colors. Tr. Pkt.....**$1.50**

A Desirable Shrimp Pink Double

Shepherd's Pride. Attractive shade of salmon or shrimp pink. Produces about 60 per cent of large double flowers, the balance beautiful single blooms. ½ Tr. Pkt.....**75c** Tr. Pkt.....**$1.50** 3 Tr. Pkts.....**$4.00**

Choice Small Flowered Double Petunia "Double Rosy Morn" Dwarf

This beautiful small-flowered Double Pink Petunia has come into the greatest favor, especially as a pot plant. However, since seed produces only a nominal number of double flowers, it is well to sow early and take cuttings from the true double. The single flowers produced from this strain are, however, equal to the highest type of Rosy Morn, and all available. Tr. Pkt.....**$1.00** 1/64 oz.....**$1.75** 1/32 oz.....**$3.00**

A. B. C. DE LUXE PETUNIAS

Petunias—California Giants in Separate Colors

The Largest of the Petunia Family

	Tr. Pkt.	1/64 oz.	1/32 oz.
Camilla. Pink, red veined, dark throat	$0.75	$1.25	$2.25
Copper Red Dark. Rich coppery crimson	.75	1.25	2.25
Copper Red Light. Rich old rose	.75	1.25	2.25
Floretta. Steel blue, veined black, dwarf	1.00		
German Empress. Bluish white	.50	1.25	2.50
Harlequin. Coppery scarlet	.50	1.25	2.50
King Alphonso. Rich crimson-rose	.50	1.25	2.50
Prince of Wuerttemberg (Black Prince). Dark crimson	.50	1.15	2.20
Princess of Wuerttemberg. Rose-pink	.50	1.25	2.25
Rheingold. Large white	.50	1.15	2.20
Robin Hood. Deep rose	.75	1.50	
Silvery Rose. Pink, flushed rosy amaranth; beautiful	.75	1.50	2.50

Petunias—Dwarf California Giants in Mixtures

An extra large-flowered, open throat type. Highly valuable for flowering in 3-in. or 4-in. pots. Very choice for bedding under favorable conditions.

Dwarf Giants (Eriksson Strain). Hand pollinated greenhouse grown seed, positively the "last word" in giant single-flowering Petunias. Truly dwarf and uniform. (See illustration on front cover and page 2.)

Tr. Pkt. (1,000 seeds) **$1.25**
1/32 oz. ... **$4.00** 1/16 oz. ... **$8.00** ⅛ oz. ... **$15.00** ¼ oz. ... **$28.00**

A. B. C. Dwarf Giants. A selected dwarf giant strain. Tr. Pkt. **$1.00**
1/64 oz. ..... **$2.00** 1/32 oz. ..... **$3.75** 1/16 oz. **$6.75**

Dwarf Giants, Ramona Strain. A most desirable strain of Giant Petunias.
½ Tr. Pkt. ..... **60c** Tr. Pkt. **$1.00**
1/64 oz. ..... **$1.75** 1/32 oz. ..... **$2.75** 1/16 oz. **$5.00**

Giants of California, Medium Dwarf. Somewhat taller and stronger than the above. Tr. Pkt. **75c**
1/64 oz. .. **$1.50** 1/32 oz. .. **$2.75** 1/16 oz. .. **$4.50**

Giants of California, Medium Dwarf. Same as above except that it is a fairly light color mixture.
Tr. Pkt. ..... **75c** 1/64 oz. **$1.50**
1/32 oz. ..... **$2.75** 1/16 oz. **$4.50**

Giants of California, Regular or Tall. Tr. Pkt. **50c**
1/64 oz. .. **$1.00** 1/32 oz. .. **$1.50** 1/16 oz. .. **$2.50**

Petunias—Balcony Type (Pendula)

Of heavy free growth and as profuse flowering as the Hybridas but with larger flowers. Though not of compact habit, the Balconies are particularly desirable for vases, window boxes, etc.

Black Prince. Rich velvety crimson-red. A choice new color and much superior to "Flaming Velvet," which has proved to be a disappointment.
Tr. Pkt. .... **35c** 1/16 oz. .... **60c** ⅛ oz. **$1.00**

Alba (White), **Crimson, Rose, Royal Blue and Mixed.**
Each—Tr. Pkt. ..... **25c** ⅛ oz. **60c**
¼ oz. ..... **$1.00** Oz. **$3.00**

Improved "Star of California." Violet-crimson, white star. A most desirable variety that comes quite true from seed. Tr. Pkt. **50c**
⅛ oz. ..... **75c** ¼ oz. ..... **$1.25** Oz. **$4.75**

DOUBLE PETUNIAS

World Beauty, Loveliness, Purple Robe, Snowball and Gaiety are the "ultimate" in double flowered Petunias for pots, bedding, etc.

Large Flowering Fringed Petunias

(Petunia Hybrida Grandiflora Fimbriata)

While not quite so large as the Ruffled Giants, these big fringed Petunias have a charm of their own, due to their attractively fringed blooms. The varieties we offer are the finest in color and form.

	Tr. Pkt.	1/64 oz.	1/32 oz.
Apple Blossom. Shell-pink. Finely fringed	$0.50	$1.25	
Aurora. Light rose, veined purple	.50	1.25	
Brilliant Rose. Bright rose	.50	1.50	
Columbia (New). Pleasingly attractive pink and white. Upright habit, for border work	.50	1.50	
Golden Jubilee. Carmine-scarlet. Golden throat. Very choice	.75		
Maculata. Attractive rose and white	.50	1.25	$2.25
Pink Triumph. Fringed rose-pink	.50	1.10	
Pride of Portland. Rose-pink	.50	.75	1.25
Romany Lass. Crimson	.50	1.25	2.00
Fringed Royal Purple (Marine). Rich deep purple. Comes fairly true to type	.75	1.50	2.75
The Art. Boldly striped and blotched with brilliant carmine-rose and purest white	1.00		
White Beauty. Fringed. Clear white	.50	.75	1.25

Petunias—Large Flowering Single Fringed

A. B. C. Single Fringed Mixed. This is an extra free flowering, medium size fringed Grandiflora strain. We can not too strongly recommend it for growing young stock in flats. Tr. Pkt. **50c**
1/32 oz. .... **$1.00** 1/16 oz. .... **$1.75** ⅛ oz. .... **$2.75** ¼ oz. **$5.00**

Fluffy Ruffles. We supply the original stock of this finely fringed mixture. Highly recommended. Tr. Pkt. .. **50c** 1/32 oz. .. **$1.25** ⅛ oz. .. **$3.75**

All-Double Victorious Strain "Orchid Beauty"

(For listing and prices, see page 4)

All-Double Victorious Strain "Gaiety"
(Listed on page 3)

A. B. C. DE LUXE PETUNIAS

Large Single Petunias
(Petunia Hybrida Grandiflora)

Ruffled and plain-edged varieties. Excellent for growing in beds or pots. The large blooms are produced very freely.

	Tr. Pkt.	1/64 oz.	1/32 oz.
Balcony Queen. Irregularly blotched purple and white	$0.50	$0.90	$1.60
"Blue Star" (Eriksson's). White, with blue marking (1/16 oz., **$12.00**)	1.00	3.50	6.50
"Elk's Pride Improved." (See listing on this page under title of "Bountiful Strain" Portland Petunias). We recommend the "Portland Type" to the above California Strain	.50	1.00	1.75
Dwarf Elk's Pride (New). About two-thirds height of above	.50	1.00	1.75
Giant Steel Blue. Light blue, dark veins	.50		1.25
Dwarf Pink Glory. Of perfect dwarf habit. Deep rose	.50	1.00	1.75
Purple Prince. Deep purple	.50		1.00
Queen of the Market. Dark carmine	.50	1.25	2.00
White Cloud. Dwarf bedding. Clear white	.50	1.00	1.60
Silver Seam. Dark blue with edge of petals clearly seamed white	.50	1.25	
Dwarf Striped Glory. White ground, striped crimson. A new and fancy color	1.00	1.75	3.00
White Queen (Dwarf White Glory). The flowers are of the purest white	.75	1.75	

	Tr. Pkt.
Snowstorm Improved (5,000 seeds, **$5.00**) (We recommend this as being, without doubt, the best Dwarf White Petunia in existence.—A. B. C.)	$1.25
Dwarf Carmine Glory. Brightest carmine (1/64 oz., **$1.00**)	.75

"Bountiful Strain" Portland Petunias Single, Large Flowered
(Fringed and Ruffled)

Originator Strains, Seed from Hand Pollinated Plants

Free flowering strong upright growths. Now very popular with the trade. Especially "Elk's Pride," which is the most outstanding of all purple varieties.

All flowers are hand pollinated and the seed carefully gathered by hand when ripe, not before, so that every seed has full germinative power. Colors run true almost without exception, but nature still seems to insist upon a small percentage of reverts to small flowers. Infinite care and time seem unable to eliminate this natural trait in Petunias.

Apple Blossom. Light pink.
Elk's Pride, Improved. Royal purple.
Lilac Beauty. Soft lilac.
Pride of Portland. Deep rose.
Ruffled Heliotrope. Soft heliotrope.
Scarlet Beauty. Bright scarlet.
White Beauty.
Mixed Colors.

Price, each of above—
Tr. Pkt. **$1.00** 3 Tr. Pkts. **$2.50** 6 Tr. Pkts. **$4.50**

PETUNIA EXTRA DWARF SINGLE FRINGED

"The Vein." Ground color white with a touch of lilac conspicuously veined with aster-violet, which intensifies toward the center; produces a perfect ball-shaped plant that is particularly desirable for pot plants.
Tr. Pkt. **$1.00**

Petunia "Dainty Lady"
Tr. Pkt. 50c

"Dainty Lady" is the nearest approach to a yellow Petunia and is desirable in making up a combination of coloring.

LIBRARY RECEIVED DEC 4 U.S. Department of Agriculture

"The Cream of the Crop"

DARWIN TULIPS

$2.90 per 100, $24.00 per 1000

Allard Pierson
Baronne de la Tonnaye
Bartigon
Clara Butt
Dream
Farncombe Sanders
Herodiade
King Harold (Mahony)
Le Notre
Madame Krelage
Mrs. Potter Palmer (Fashion)
Pride of Haarlem
Prof. Rauwenhof
Rev. H. Ewbank
Victoire d'Oliviera
White Queen (La Candeur)
Wm. Copland
Zulu

	100	1000
Afterglow	$3.30	$28.00
Bleu Aimable	3.00	25.00
City of Haarlem	4.00	35.00
Faust (Ravenswing)	3.40	29.00
King George V	3.70	32.00
La Tulipe Noire	3.20	27.00
Philippe de Comines	3.00	25.00
Princess Elizabeth	$3.00	$25.00
Roi d'Islande	3.10	26.00
Rose Copeland	3.30	28.00
Wm. Pitt	3.00	25.00
Yellow Giant	3.10	26.00
Zwanenburg	3.70	32.00
Splendid Mixture, All Colors Mixed	2.80	23.00

COTTAGE TULIPS

	100	1000
Albino	$3.90	$34.00
Argo	3.20	27.00
Carrara	3.50	30.00
Dido	3.00	25.00
Fairy Queen	2.90	24.00
Genseriana Lutea	3.00	25.00
Grenadier	2.90	24.00
Inglescombe Yellow	2.90	24.00
John Ruskin	2.90	24.00
Moonlight	3.20	27.00
Mrs. Moon	3.20	27.00
Picotee	2.90	24.00
Rosabella	3.30	28.00
The Fawn	2.90	24.00
Extra Fine Mixture	2.90	24.00

BOTANICAL TULIPS

	100	1000
Clusiana. White, cherry-red outside. Extremely dainty	$4.00	$35.00

BREEDER TULIPS

	100	1000
Bacchus	$3.40	$29.00
Bronze Queen	2.90	24.00
Cardinal Manning	3.10	26.00
Don Pedro	3.50	30.00
Jaun d'Oeuf	3.00	25.00
Louis XIV	3.50	30.00
Lucifer	3.90	34.00
Panorama	3.30	28.00
Prince of Orange	3.20	27.00
Yellow Perfection	3.20	27.00
Mixture of All Colors	3.00	25.00

PARROT TULIPS

	100	1000
Fantasy	$3.30	$28.00
Sundew	2.80	23.00
Mixed	2.80	23.00

SINGLE EARLY TULIPS

	100	1000
Belle Alliance	$3.00	$25.00
Brilliant Star	3.10	26.00
Couleur Cardinal	3.20	27.00
Cramoisi Brillant	3.00	25.00
De Wet	3.50	30.00
Diana	3.00	25.00
Fred Moore	3.10	26.00
Ibis	3.10	26.00
Keizerskroon	3.80	33.00
King of Yellows	3.00	25.00
La Reine Maxima	3.20	27.00
Mon Tresor	3.20	27.00
Prince of Austria	3.10	26.00
Proserpine	3.30	28.00
Prosperity	3.10	26.00
Rising Sun	3.10	26.00
Rose Gris-de-Lin	3.10	26.00
Rose Luisante	3.20	27.00
Thomas Moore	3.00	25.00
Vermillon Brillant	3.20	27.00
White Hawk	3.30	28.00
Yellow Prince	3.00	25.00
Splendid Mixture of All Colors	3.00	24.00

DOUBLE EARLY TULIPS

	100	1000
Couronne d'Or	$3.20	$27.00
Electra	3.10	26.00
El Toreador	3.30	28.00
Imperator Rubrorum	3.60	31.00
Mr. Van der Hoef	3.10	26.00
Orange Nassau	3.40	29.00
Peach Blossom	3.10	26.00
Rubra Maxima	3.10	26.00
Schoonoord	3.30	28.00
Tea Rose	3.10	26.00
Tournesol	3.40	29.00
Vuurbaak	3.80	33.00
Splendid Mixture of All Colors	3.00	24.00

HYACINTHS

Bismarck
Gertrude
Grand Maitre
King of Blues
Lady Derby
L'Innocence
La Victoire
Marconi
Queen of Blues
Queen of Pinks
City of Haarlem
Perle Brilliant
Hjalmar Branting
Queen of Whites

Prices of Dutch Hyacinths

	100	1000
Exhibition Size, 19 ctm. up	$9.00	$85.00
First Size, 18-19 ctm	8.00	75.00
Second Size, 17-18 ctm	6.50	60.00
Third Size, 16-17 ctm	5.50	50.00
Bedding Size, 15-16 ctm	5.00	45.00
Large Miniature, 13-15 ctm	3.50	30.00

CROCUS

	100	1000
Baron von Brunow. Dark blue	$1.70	$12.00
King of the Blues. Dark purple	1.70	12.00
Purpurea Grandiflora. Purple, extra	1.90	14.00
Sir Walter Scott. White, striped purple	1.70	12.00
King of the Whites. Pure white, extra	1.70	12.00
Mont Blanc. White	1.70	12.00
Large Yellow. Mammoth	1.70	12.00
All Colors Mixed	1.50	10.00

SCILLA SIBIRICA

	100	1000
Blue	$2.00	$15.00

GALANTHUS (Snowdrops)

	100	1000
Single	$1.90	$14.00

CHIONODOXA (Glory-of-the-Snow)

	100	1000
Luciliae. Lilac-blue	$1.70	$12.00

MUSCARI (Grape-Hyacinth)

	100	1000
Blue	$1.70	$12.00

A.B.C. Supreme Quality LILIES

Lilium Hayai

Early Flowering Erabu

Now Ready for Delivery

	100	Case
6 to 8 in.—400 bulbs in case	$6.50	$20.50
7 to 9 in.—300 bulbs in case	7.50	19.50
8 to 10 in.—225 bulbs in case	9.50	19.00
9 to 10 in.—200 bulbs in case	12.50	20.00

True Lilium Erabu

New Crop A. B. C. Registered Strain

(DELIVERY, OCTOBER OR LATER)

	100	Case
6 to 8 in.—400 bulbs in case	$6.00	$19.50
7 to 9 in.—300 bulbs in case	7.00	18.50
8 to 10 in.—225 bulbs in case	9.00	18.00
9 to 10 in.—200 bulbs in case	12.00	19.00
10 to 11 in.—150 bulbs in case	16.00	21.00
11 to 13 in.—120 bulbs in case	16.00	21.00

Lilium Candidum

(MADONNA LILY)

IMPORTED FRENCH GROWN

Ready for Delivery

	100	1000
20 to 22 centimeters	$6.50	$60.00
22 to 24 centimeters	7.00	65.00
24 to 26 centimeters	8.50	80.00
26 to 28 centimeters	11.00	100.00
28 to 30 centimeters	13.00	120.00
30 to 32 centimeters	16.00	....
32 to 35 centimeters	25.00	....
35 centimeters and up	30.00	....

Lilium Giganteum

SOUTHERN GROWN

Delivery October, November

	100	Case
6 to 8 in.—400 bulbs in case	$6.00	$18.00
7 to 9 in.—300 bulbs in case	7.00	18.50
8 to 10 in.—225 bulbs in case	9.00	19.00
9 to 10 in.—200 bulbs in case	11.00	20.00
10 to 11 in.—150 bulbs in case	17.00	23.00

NORTHERN GROWN (NEW CROP)

Delivery October, November, December

	100	Case
6 to 8 in.—400 bulbs in case	$6.50	$19.00
7 to 9 in.—300 bulbs in case	7.50	19.50
8 to 10 in.—225 bulbs in case	9.50	20.00
9 to 10 in.—200 bulbs in case	11.50	21.00
10 to 11 in.—150 bulbs in case	18.00	24.00

Lilium Tenuifolium

	100	1000
Strong Blooming Bulbs	$6.00	$55.00

OUR FALL CATALOG
is now in the mail; if you have not received your copy, write for one

IRIS

	100	1000
Imperator. Brilliant blue, extra early.		
6 to 7 centimeters	$1.50	$10.00
7 to 8 centimeters	2.20	17.00
8 to 9 centimeters	2.80	23.00
Poggenbeek. Brilliant blue, early		
6 to 7 centimeters	1.70	12.00
7 to 8 centimeters	2.50	20.00
8 to 9 centimeters	3.20	27.00
Wedgwood. Even Wedgwood blue, large flowers.		
8 to 9 centimeters	$2.50	$17.00
9 to 10 centimeters	3.50	30.00
10 centimeters and up	5.00	45.00
Yellow Queen. Excellent variety of uniform yellow.		
6 to 7 centimeters	2.50	20.00
7 to 8 centimeters	3.50	30.00

NARCISSUS

	100	1000
Emperor. D. N. No. 1, 17 ctm. and up	$5.25	$46.00
Glory of Sassenheim. D. N. No. 1, 17 ctm. and up	5.50	50.00
Helios, Inc.	6.00	55.00
King Alfred. D. N., Selected No. 1, 18 ctm. and up	7.00	65.00
D. N., Selected No. 2, 15 ctm. and up	6.00	54.00
Laurens Koster. Poetaz. D. N. No. 1, 16 ctm. and up	5.50	50.00
R. B., Selected No. 1, 12 ctm. and up	4.50	40.00
Martha	5.00	45.00
Spring Glory. D. N. No. 1, 17 ctm. and up	5.50	50.00
Sir Watkins. D. N. No. 1, 18 ctm. and up	4.50	40.00
Tresserve. D. N. No. 1, 18 ctm. and up	6.00	55.00
Van Waveren's Giant. D. N. No. 1, 18 ctm. and up	10.25	97.00
Victoria. D. N. No. 1, 16 ctm. and up	5.50	50.00
Von Sion (Double). D. N. No. 1, 16 ctm. and up	5.10	46.00

FOR NATURALIZING

	100	1000
Choice Mixture. Numerous hardy varieties in first size blooming bulbs. Excellent for garden work	$3.50	$30.00

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NEW YORK
31 WEST 27th STREET

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1335 W. RANDOLPH ST.
CHICAGO, ILL.

NOTICE:---WE DO NOT WARRANT IN ANY WAY, EXPRESSED OR IMPLIED THE CONTENTS OR THE DESCRIPTION, QUALITY, PRODUCTIVENESS OR ANY OTHER MATTER OF ANY SEEDS, BULBS OR PLANTS SOLD BY US, AND WE WILL NOT IN ANY WAY BE RESPONSIBILE FOR THE CROP. IF THE PURCHASER DOES NOT ACCEPT THESE GOODS ON ABOVE TERMS, NO SALE IS MADE THEREOF AND GOODS MUST BE RETURNED WITHIN 3 DAYS. AMERICAN BULB CO

October 21, 1939

Gentlemen:

War or no war, there is evidence of good business, which is apparent now and shows promise of being better in the future. Analyzing the various large industries, employment has risen over 25% and in some of the large industries 50%, with skilled labor scarce. From various financial reports being issued, it is evident that business is improving and will continue to improve. Railroads are placing large orders for cars, and sources indicate that the requirements are about 50,000 cars, which will take several years to produce. Every industry seems to be preparing for full capacity of operation and all this means good business for the florist.

We are herewith enclosing a special offer on Lilies that are now arriving. We feel that you should study your space and no doubt you will find room to grow a few more cases to enable you to have flowers to take advantage of the good times that are before us. Erabu lilies planted now will come in bloom during the months of January and February – the months when flowers are usually scarcest and prices are highest – and at these special prices that we offer you I am sure it will be to your advantage.

I don't think we will see lilies so cheap another season. As you know, Japan has been deprived of shipping lilies to Europe, and in Holland we learn there is a new government regulation that the Dutch bulb growers must reduce their crop 50%; they likewise were deprived of shipping bulbs to European nations, closing a market of at least 60% of their production. We learned that thousands of cases of bulbs have been returned to Holland that had been enroute to various parts of Europe, but according to their government regulations made last year they cannot be sent to America on consignment, nor can they lower the price below the government set minimum price, so we in no way have to worry about any surplus coming here. This likewise applies to the Japanese Lilies.

Trusting you will find these prices sufficiently interesting for you to place an order with us. Thanking you in advance we remain,

Yours very truly,

AM:MR

AMERICAN BULB COMPANY

A. Miller, Pres.

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	Brought Forward			
	Grand Total			

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ORDER FILLED BY	Veg. Seeds	Flo. Seeds	Bulbs	Plants	Sundries	Insect.	Grass Seed	Fertil.

IF OUT OF VARIETY ORDERED KINDLY STATE IF WE HAVE YOUR PERMISSION TO SUBTITUTE EQUAL OR BETTER IN NEAREST WE CAN SUPPLY? ANSWER_____

QUANTITY	ARTICLES	Price	Unit	Total Dollars	Total Cents
	Amount Forwarded				

(OVER)

THIS FLAP IS GUMMED, READY TO SEAL
FOLD, SEAL AND STAMP NO ENVELOPE NECESSARY

Petunias—Diener's Original Strains

The following varieties are grown by the originator and are supplied in his original packets. In addition, we can also supply all varieties listed by Diener at his catalog prices.

	Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.	⅛ oz.
Ruffled Monsters Mixed No. 8	$0.50	$2.50	$4.00	$8.00	$15.00
Pink Glory No. 14. Pure flame rose-pink	.25		3.00	6.00	12.00
Copper Red No. 41. A coppery red shade	.50				
Double Ruffled Monsters Mixed No. 38	1.00	5.00	10.00	20.00	
Double Frilled Mixed No. 42	1.00	5.00	10.00	20.00	
Diener's Blue, Semi-Dwarf No. 11	.25		3.00	6.00	12.00
Mauve, Heavily Veined with Royal Purple No. 20	.50				
White Beauty, Heavily Fringed No. 16	.25		3.00	6.00	12.00
Pearl of Kentfield No. 9. Flesh-pink frilled, golden yellow center, dwarf growing	.25		3.00	6.00	12.00
Red, Dark Veined with Coal Black Center, Ruffled Monster No. 5	.50				
Pink, Ruffled Monster No. 1. Strong veined center. Flowers 6 to 8 inches in diameter	.50				
Flesh-Pink, Ruffled Monster No. 2. Heavy veined center. Flowers 5 to 6 inches in diameter	.50				
Jumbo Mixture of Ruffled Monster Petunias No. 47	1.00				
Rose Color. An improved Rosy Morn. **No. 22**	.25		2.00	4.00	8.00

NOTE: All of the above named varieties are single flowered unless noted otherwise. We shall be glad to secure any variety not listed here catalogued by Diener at Diener's prices (in his original packages).

Sunrise

The growth is very compact and branching, attaining at maturity a height of 10 to 12 inches and a spread of 15 to 18 inches. The 2-inch flowers have slightly frilled edges and are brilliant rose with a flush of scarlet radiating from a small yellow throat. "Special Merit" rating in the New York Florist Club variety test at the New Jersey Experiment Station and given an Award of Merit by the New Jersey Florist Association. Tr. Pkt.....**75c** 1/16 oz.....**$1.50**
⅛ oz.....**$2.75** ¼ oz.....**$5.00** ½ oz.....**$8.00** Oz.....**$15.00**

Petunia "Sunrise"

Petunia, Dwarf Scarlet Glory

Believed to be the richest colored large flowering Petunia yet offered. Grows about 10 inches high; of compact habit and exceptionally free blooming. Tr. Pkt.....**$1.00** 3 Tr. Pkts.....**$2.50**

Dwarf Erfurt, Large-Flowering Fringed

Colorado Sunset (New). Heavily fringed bright rose-pink. Tr. Pkt. **75c**
Dainty Lady. So-called "Yellow Petunia" (the nearest approach to yellow). (See illustration on page 6). Tr. Pkt...**50c** 1/64 oz...**$1.75**
Gaiety (New). Dwarf growth with daintily fringed pink and white flowers. Tr. Pkt.....**50c** 1/64 oz.....**$1.25** 1/32 oz.....**$2.00**
Gottfried Michaelis. Amaranth-red. Tr. Pkt.....**50c**
Lace Veil. Fringed dwarf. White. Tr. Pkt....**50c** 1/64 oz....**$1.50**
Pepita. Carmine and white. Dwarf. Tr. Pkt.....**50c**
Setting Sun. Brilliant rose, compact growth. Valuable for pot plants. Tr. Pkt.....**50c** 1/64 oz.....**$1.50** 1/32 oz.....**$2.50**
Lilac Queen. A most pleasing shade of soft lilac. Tr. Pkt.....**75c**
Theodosia Improved. Beautiful rose-pink with golden throat; large flower, exquisitely fringed; highly recommended. Tr. Pkt.....**50c** 1/64 oz.....**$1.00** 1/32 oz.....**$1.75**
The Vein. Ground color white with a touch of lilac. Conspicuously veined with aster violet. Tr. Pkt.....**$1.00**

Single Petunia Hybrida (Tall)

Medium Size Flowers

A desirable class for bedding, growing in flats, combinations, and porch boxes.

	Tr. Pkt.	¼ oz.	Oz.
Alba. Free flowering white	$0.20	$0.30	$1.00
Blue Bee. Violet-blue	.35	.75	2.50
Carmen Sylva. Violet, white throat	.35	.75	2.50
Countess of Ellsmere. Rose, white throat	.15	.25	.75
General Dodds. Velvety blood-red	.25	.40	1.50
Inimitable. Deep carmine, striped white	.25	.40	1.50
Lord Courtenay. Golden rose	.30	.50	1.85
Violet Gem. Deep violet	.25	.40	1.50
Special Mixed	.25	.40	1.50

PETUNIAS—HYBRIDA NANA COMPACTA

	Tr. Pkt.	¼ oz.	Oz.
Adonis. Purple-rose, white throat, small free flowering	$0.25	$0.40	$1.35
Alderman. Clear deep violet-blue	.35	.60	2.00
Admiral. Clear wavy edged blue, compact habit	.50		
Blue Bedder (Sutton's). Deep blue with some violet	.25	.60	2.00
Blue Bird. Deep velvety purple-blue	.35	.75	2.50
Blue Perfection. Medium deep blue	.35	1.00	3.75
Celestial Rose. American grown seed. A good average strain of this desirable variety (⅛ oz., 75c)	.35	1.25	4.00
Chicago Blue. A beautiful, rich-colored blue which withstands bad weather admirably. Highly recommended (2 oz., $7.00)	.25	.60	2.00
Cockatoo. Violet irregularly marked white	.35	1.25	
Heavenly Blue. Light or silvery blue. Extra select stock (⅛ oz., $1.00)	.45	1.75	6.50
Howard's Star (Regular Strain). Dark crimson with white star. Our strain of this comes quite true	.35	1.00	
Dwarf Howard's Star (New). Two-thirds height of regular stock, rich dark crimson with white star	.35	1.00	3.50
Little Blue Star. Clear blue with white star	$0.50		
Norma. Violet-blue, white star. Choice dwarf variety	.25	$0.50	$1.50
Rose of Heaven. Well-known rose-pink	.25	.50	1.75
Improved Rosy Morn. (See illustration below)	.35	2.75	10.00
Rosy Morn. Fairly deep rose with white throat	.35	.75	2.50
Senator Improved. Violet with white throat, beautiful	.50	1.50	5.00
Silver Blue. Re-selected (outstanding)	.50	1.50	4.50
Snowball. A fine true white for bedding	.25	.40	1.50
Topaz Rose. Brilliant golden rose with "topaz" throat	.35	1.00	3.75
Violacea. Deep rich shade, dwarf growth	.25	.40	1.50
Special Mixed	.25	.50	1.75
Blue Gem. True violet-blue dwarf with perfect ball shaped growth. A real good new addition to the dwarf blue family	.75	2.00	7.00
Snow Bedder. In height this does not exceed 10 inches, but when well grown fully covers 24 inches of ground. The snow white flowers which are about 2½ inches across, literally cover the whole plant	.50	1.50	5.00

Exposition Star

Flowers as large as 2¾ inches across, beautifully starred with pure white on dark violet-blue. Starts flowering when 6 inches high, and is of upright and bushy growth. This is the best blue-starred Petunia on the market. Tr. Pkt. **50c**
⅛ oz. **$1.50** ¼ oz. **$2.75** Oz. **$10.00**

Celestial Rose Improved

(Originator's German Strain)

This is a big improvement over that old favorite, Rose of Heaven. Beautiful, rich, satiny, deep rose and unusually free blooming. This originator's strain comes practically 100 percent true. Our customers have been highly pleased with this Originator's German Strain.

Tr. Pkt. **50c** ¼ oz. **$2.75** Oz. **$10.00**

Ruffled Nana Compacta "Martha Washington"

The color is quite remarkable. The frilled portion of the flower is a beautiful blush pink and the center portion is strongly veined a rich wine-red deepening in the throat, which is large, to dark violet; the whole forming a striking contrast of colors. Award of Merit All-America Selections, 1935. Highly Commended Royal Horticultural Society (England), 1935.

Tr. Pkt. **50c** 1/32 oz. **$1.50**

Twinkles

Small flowered bright rose, starred white. Flowers freely and produces rather true to color and type.
Tr. Pkt. **35c** ¼ oz. **$1.50** Oz. **$5.00**

Tyrian Rose

The color is a bright Tyrian Rose shade; the flowers are large, measuring 2½ to 3½ inches across with a delightful creamy throat (small size) which shows off this combination to perfection. Very free blooming. A valuable bedding variety.

Tr. Pkt. **50c** ¼ oz. **$1.00** Oz. **$3.50**

Miniature Nana Compacta

This group comprises neat, compact plants about 6 inches high and 8 inches in diameter, fully covered with a mass of flowers.

"Gem" Petunias—a miniature small-flowered class of ideal rounded, compact, very free-flowering habit. Desirable for edging.

Rose Gem (New). Clear deep rose.
Tr. Pkt. **35c** 1/64 oz. **$1.25**

Pink Gem. Compact, rose-pink flowers.
Tr. Pkt. **25c** ⅛ oz. **60c** ¼ oz. **$1.00**

Petunia Hybrida Nana "New Rosy Morn" Improved
A Valuable Addition to This Dwarf Family
Tr. Pkt. 35c ⅛ oz. $1.50 ¼ oz. $2.75 Oz. $10.00